Design Brief

What is Design?

Client/Company: _____

Project Name: _____

Budget: _____

Final Approver: _____

Other Stekeholders: _____

Main Contact: _____

Branding Keywords: _____

_____

_____

_____

Branding Guidlines Supplied Yes/No

Design System Supplied Yes/No

About The Client

Project Goals

Target Audience

Deliverables

Tone of Voice

Masculin — Feminine

Young — Mature

Luxury — Economical

Playful — Serious

Modern — Classic

Scheduled Sessions

Extra Notes

Student:

Date:

Digital Product Design